

ABSTRACT OF THE DISCLOSURE

The data signal line driving circuit of the present invention is arranged so that data signal line groups, each of which is made up of two data signal lines sequentially disposed, are connected to two video signal lines, each of which allows a two-phased video signal to be forwarded. A shift register SR, a drive switching circuit, and a waveform shaping circuit, that constitute a video signal fetching section, collect the data signal line groups via the two video signal lines as a single block. At this time, the data signal lines are respectively driven so as to fetch the video signal from the video signal lines into the data signal lines of the data signal line groups in each block. Thus, in performing multiphase development, it is possible to provide the data signal line driving circuit which can reduce power consumption in low resolution driving compared with a case of high resolution driving.